ABSTRACT OF THE DISCLOSURE

A system for delivering contents to a user, includes (a) a content server which provides a content a user selected, to the user, (b) a user's terminal which transmits an indication of a user's desired content among contents provided by the content server, to the content server, and (c) a network system which assigns a band necessary for transmission of the content to a channel through which the content is transmitted from the content server to the user's terminal, only during the content is being transmitted, receives a content fee from the user, pays the content fee to the content server, and receives a fee for assuring the band and transmitting the content to the user on behalf of the content server, from the content server.